PHILIP MORRIS
CHECKOUT COUPON PROPOSAL
1999 PROGRAM DESIGN
6/3/99

Promoted Brands: Virginia Slims **FINAL DISTRIBUTION & REDEMPTION**

Timing: 99.01 (12/26/98 - 01/24/99)

Markets: National

Triggers:
Competitive Carton Main/Alt: $3.00/$2.00 vs. Doral, Misty, Eve, Capri, Style
Continuity Carton Main/Alt: $1.50/$1.00 vs. Redeemers of Competitive Carton offers
Competitive Pack: Buy 2 Get 1 Free vs. Doral, Misty, Eve, Capri, Style
Continuity Pack #1: Redeemers of Competitive Pack receive $1.00/2 Packs
Continuity Pack #2: Redeemers of Continuity #1 receive $1.00/3 Packs
Own User CTA: Main/Alt - Deliver message to own users

	Carton CP Main	Carton CP Alt	Carton CT Main	Carton CT Alt	B2G1F Pack CP	$1.00/2 Pack CP Continuity #1	$1.00/3 Pack CP Continuity #2	$1.00/3 Packs Own User	$2.00 Carton Phone Card	Pack Phone Card CTA	TOTAL
Est Coupons dist:	256,255	207,916	4,567	3,569	1,507,432	15,195	3,959	960,184	157,560	842,590	3,959,247
Est Distribution Cost	$ 17,938	$ 14,554	$ 321	$ 250	$ 105,520	$ 1,064	$ 277	$ 67,213	$ 20,483	$ 25,278	$ 252,897
Est Coupons Red	7,688	3,119	436	428	45,223	4,559	850	134,426	-	-	196,828
Est Redemption Cost (Includes Handling .12)	$ 23,985	$ 6,812	$ 706	$ 480	$ 105,822	$ 5,106	$ 1,064	$ 150,557	$ -	$ -	$ 294,331
Estimated Total Cost	$ 41,923	$ 21,166	$ 1,027	$ 730	$ 211,342	$ 6,169	$ 1,341	$ 217,770	$ 20,483	$ 25,278	$ 547,228
Parameters:											
Cost Per Coupon:	$ 0.07	$ 0.07	$ 0.07	$ 0.07	$ 0.07	$ 0.07	$ 0.07	$ 0.07	$ 0.13	$ 0.03	
Est Redemption %	3.0%	1.5%	9.5%	12.0%	3.0%	30.0%	24.0%	14%	0%		
Coupon Value	$ 3.00	$ 2.00	$ 1.50	$ 1.00	$ 2.22	$ 1.00	$ 1.00	$ 1.00	$ -		
Units Per Coupon	1	1	1	1	3	2	3	3	-		
Packs Moved	76,877	31,187	4,358	4,283	135,669	9,117	2,850	403,277			667,618

This cost estimate was prepared by examining select retailer's item movement data. It is only an ESTIMATE.
Client contracts with Catalina Marketing for all coupons distributed. Redemption liability + handling are provided for planning purposes only.

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Source: https://www.industrydocuments.ucsf.edu/docs/gpwy0004